



DSEI CONNECT ENGAGEMENT OPPORTUNITIES

INTRODUCING DSEI CONNECT

Through a series of events in the lead up during and post the DSEI week, DSEI Connect brings together governments, national armed forces, industry thought leaders and the entire defence & security supply chain on a global scale over a 7 week period. With access to high level keynotes, objective-led panel discussions, product demonstrations and the latest technology and capability innovations, DSEI HYBRID strengthens relationships and shares knowledge across the Aerospace, Land, Naval, Security, Joint, Space & Cyber domains to support integrated responses to future threats.

ENGAGEMENT SOLUTIONS

DSEI Connect engagement opportunities position your company at the heart of the most thought-leading discussions in defence security, providing exposure to senior buyers within a global forum.

WHAT ARE YOUR GOALS?

Contact us for a digital consultation to discuss how we can help leverage our extensive audience to reach your targets.

 **REQUEST A CALL FROM THE DSEI TEAM**

		BRAND AWARENESS	TRAFFIC DRIVING	LEAD GENERATION	THOUGHT LEADERSHIP	BUYER MATCHMAKING
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STREAM SPONSOR

Becoming a DSEI Connect Stream Sponsor positions your brand alongside leading and thought provoking MOD led content. This highly exclusive and limited opportunity will provide the highest amount of branding, content provision, networking opportunities, industry analysis and lead generation for your business

STREAMS

- 1 **Future Operational Requirements**
- 2 **Networked by Design**
- 3 **Industry Engagement & Acquisition**
- 4 **Obtaining & Retaining Skills**

PACKAGE BENEFITS

- Industry expert seat in the live studio as part of the commentary panel for the daily scheduled streaming of your chosen stream.
- Daily opportunity to share insight and reaction from the live studio to the MOD led keynote and panel sessions taking place within your stream.*
- Enhanced branding and visibility during the delivery of the content of your sponsored stream.*
- 2 x Leadership Sessions (Rate card: £20,000).
- 2 x Product Demonstrations (Rate card: £10,000).
- 10 x Premium 1-2-1 meeting profiles allowing unlimited meeting opportunities (selecting and being selected) on the DSEI MeetMe programme (Rate card: £14,445)
- Details of online delegates attending the content within your sponsored stream sessions subject to GDPR.*
- Lead generation from On Demand viewings on the three months following DSEI 2021.*
- 30 second Video Advert to be played a minimum of 5 times (Rate card: £1000).

*Exclusive to stream sponsor only and cannot be bought separately



Price
£65,000

LEADERSHIP PRESENTATIONS

DSEI Connect Leadership Presentations will elevate your company's profile in front of current and future customers. Marketed to your target buyer, by providing thought provoking and inspiring content on how militaries and governments can overcome current threats against their societies, not only will you be seen as a credible industry commentator but a key part of the solutions required against today and tomorrow's challenges.

PACKAGE BENEFITS

- 30 minute pre-recorded educational presentation
- 15 minute live Q&A, facilitated by your company representative
- 2 x Premium 1-2-1 meeting profiles allowing unlimited meeting opportunities (Rate card: £5,780)
- 30 second Video Advert to be played a minimum of 3 times during your chosen content stream, (Rate card: £1,000)
- Lead generation from those who watch your sessions during DSEI or on demand three months post the event.
- Sponsor logo placement during your presentation.



Price
£10,000

without lead generation

£7,500

PRODUCT DEMONSTRATIONS

A product demonstration is an opportunity to pre-record or film live content that demonstrates your product/services. It provides you with an opportunity to showcase products in ways not possible in a live event such as seeing equipment used in real life scenarios.

PACKAGE BENEFITS

- 25 minute product demo video
- 15 minute Live Q&A, facilitated by your company representative
- 2 x Premium 1-2-1 meeting profiles allowing unlimited meeting opportunities (Rate card: £5,780)
- 1 x 30 second Video Advert to be played a minimum of 3 times during your chosen content stream, (Rate card £1,000)
- Sponsor logo placement
- Lead generation from those who watch your sessions during DSEI or on demand three months post the event (subject to GDPR)



Price
£10,000

without lead generation

£7,500

ROUNDTABLES

Connect with pre-selected decision makers in a private online setting. Conducting a Round Table through DSEI Connect will allow you to gain market insight, test product development and demonstrate your capabilities in a format dictated by your needs.

PACKAGE BENEFITS

- 1 hour round table with up to 7 pre-selected invited guests plus 1 company representative
- Privately recorded and secure session facilitated by an industry expert
- Selection of targeted accounts/military disciplines provided to the DSEI team to invite relevant buyers to your session.
- Lead generation from those who watch your sessions during DSEI or on demand three months post the event (subject to GDPR)
- Logo placement as a sponsor
- Whitepaper creation professionally written following your Round Table session



Price
£12,500

without whitepaper creation

£7,500

DESIGNED
FOR SMES

POWER PITCHES

A direct opportunity to influence procurement decisions by showcasing your innovations directly to buyers and end users.

PACKAGE BENEFITS

- 10 minute pre-recorded Power Pitch
- Privately recorded session facilitated by a company representative
- 1 x Premium 1-2-1 meeting profile allowing unlimited meeting opportunities (Rate card: £1,445)
- Upgraded Sponsor/Exhibitor listing with opportunity to upload video (Rate card: £1,000)
- Sponsor logo placement
- Lead generation from those who watch your Power Pitch during DSEI or on demand three months post the event (subject to GDPR)



Price

£5,000

without viewer data

£2,500

PROFILE VIDEO

Bring your exhibitor listing to life on the DSEI Connect platform. Add video to instantly engage buyers.

PACKAGE BENEFITS

- 1 x Enhanced 1-2-1 meeting profile allowing for up to 20 meetings (Rate Card: £995)
- Sponsor/Exhibitor listing with links to your website and company videos
- Logo placement as a sponsor



Price
£1,000

VIDEO ADVERTS

Provide a 30 second branded advert to be played during breaks of MOD led content.

PACKAGE BENEFITS

- Your 30 second advert played a minimum of 3 times during your chosen stream
- Your advert will be viewed by all that are waiting for the next session to begin
- When the content sessions are repeated on the DSEI Digital Platform your advert will still be part of the recording
- 1 x Enhanced 1-2-1 meeting profile allowing for up to 20 meetings (Rate Card: £995)
- Sponsor/Exhibitor listing with links to your website and video
- Logo placement as a sponsor



Price
£1,000



Getting in touch with the DSEI team

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